Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 <u>Questionnaire Design and Approval Process</u>
- 2 <u>Question Grouping Rules</u>
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Foreign Language Survey Instructions

Client Name: Measure Name:	SSA Mobile Wage Reporting
Custom Qualifier Page	Please Select
Custom Invitation Text?	Please Select
Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
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Model Instance Name: SSA Mobile Wage Reporting

MID: 0YYdlt48ctdtx8cgFh0Q4Q==



Welcome and Thank You Text

Directions:

Date: 8/2/2012

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

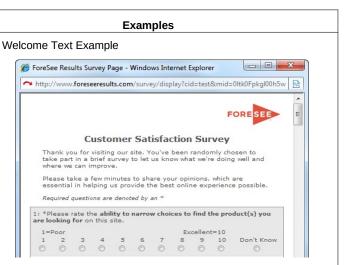
Thank you for using the SSI Mobile Wage Reporting app. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

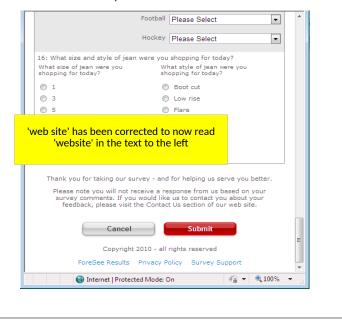
Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like to get in touch with Social Security, please visit our Contact Us page to find out how.



Thank You Text Example



Model Instance Name: <u>SSA Mobile Wage</u> Reporting

MID: 0YYdlt48ctdtx8cgFh0Q4Q==



Welcome and Thank You Text

Directions:

Date: 8/2/2012

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

Thank you for using the SSI Mobile Wage Reporting app. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

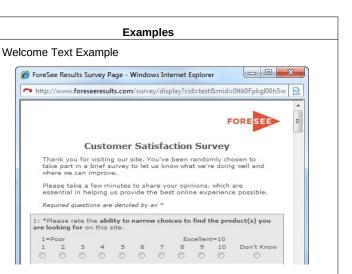
Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

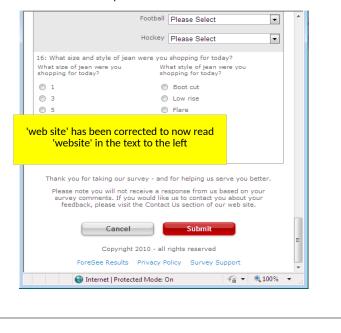
Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website. Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like to get in touch with Social Security, please visit our Contact Us page to find out how.



Thank You Text Example



Model Instance Name:

SSA Mobile Wage Reporting

oYYdlt48ctdtx8cgFh0Q4Q==

5/30/2012

Partitioned (Y/N)? N

MID:

Date:

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

FORESEE

Element rotation scheme has been added

			SSA Mo	pile Wage Reporting			
		utiliz	e the ACSI	methodology to determine scores and impact	ts		
MQ Label	ELEMENTS (drivers of satisfaction)		MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
	Look and Feel (1=Poor, 10=Excellent, Don't Know)			Satisfaction			Use Again (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this mobile app.		Satisfaction - Overall	What is your overall satisfaction with this mobile app? (1=Very Dissatisfied, 10=Very Satisfied)		Jse Mobile App Again	How likely are you to use this mobile app again ?
Look and Feel - Readability	Please rate the readability of the views in this mobile app.		Expectations	How well does this mobile app meet your expectations?		Channel	Use over other channels (1=Very Unlikely, 10=Very Likely)
	Navigation (1=Poor, 10=Excellent, Don't Know)		Satisfaction - Ideal	How does this app compare to your idea of an ideal mobile app? (1=Not Very Close, 10=Very Close)			How likely are you to use a mobile app to conduct business with SSA instead of using other channels such as the telephone, or going in person?
Navigation - Organized	Please rate how well this mobile app is organized.						
Navigation - Options	Please rate the options available for navigating this mobile app.						
	App Performance (1=Poor, 10=Excellent, Don't Know)						
App Performance -	Please rate how quickly views load in this mobile app.						
Loading	Please rate the ability to load views without getting error messages in this mobile						
App Performance - Errors							

3/1/2008

r<mark>ed & strike-through:</mark> DELETE underlined & italicized: RE-ORDER pink: ADDITION

blue + -->: REWORDING

		SSA Mobile Wage Reporting CUSTOM QUE	STION LIS	ST				
Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	What best describes your role?	I receive my own benefits		Radio button, one-up vertical	Single	Y		Role
		I am the representative payee for my spouse or child						
		I am the representative payee for someone else						
		Other						
	Is this your first time using this app?	Yes	A	Radio button, one-up vertical	Single		Skip logic	Use app
		No						
A	Are you planning on using this app to report your wages again?	Yes		Radio button, one-up vertical	Single			Use again
		No	AA				skip logic	
AA	Please explain why you are not planning to use this app to report your wages again.			Text area, no char limit		N	skip logic	OE_Why Not Agai
	How would you rate your experience reporting your wages using this	Excellent		Radio button, one-up vertical	Single	Y		Experience
		Good						
		Fair						
		Poor						
		Don't know, have not used other methods to report wages						
	How satisfied were you with the length of time it took to report your	Satisfied		Radio button, one-up vertical	Single	Y	Skip logic	inion of Length of
		Unsatisfied	A					
А	How long did it take you to use this app?	under 5 minutes		Radio button, one-up vertical	Single	Y	Skip Logic	satisfied length of
		About 5 minutes						
		Other						
	How helpful was the instruction package you received?	Very helpful		Radio button, one-up vertical	single	У		Packet
		Helpful						
		Not helpful						
		I did not receive an instruction package.						
	Please provide any suggestions you may have to improve this mobile site.			Text area, no char limit	Single	N		OE_Improvement

3/1/2008

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		SSA Mobile Wage Reporting CUSTOM QU	ESTION LIS	ST				
Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	What best describes your role in visiting this mobile wage reporting application?	I receive my own benefits		Radio button, one-up vertical	Single	Y		Role
	apprearies ?	l act on behalf of the SSI beneficiary	_					
		I report on behalf of someone else and am not a representative payee						
		l am a parent or spouse of an SSI beneficiary						
		I am the representative payee for my spouse or child						
		I am the representative payee for someone else						
		Other						
	Are you planning on using this app to report your wages again?	Yes-		Radio button, two-up vertical	single	¥	OPS Group	Use Again
		No	A					
A	Please explain why you are not planning to use this app to report your wages again:			Text area, no char limit		N		OE_Not Again
	Is this your first time using this app?	Yes	Α	Radio button, one-up vertical	Single		Skip logic	Use app
	Are you pleasing an using this and to construct the second s	No		Dadia button, one constantiant	Circula			Line and in
A	Are you planning on using this app to report your wages again?	Yes		Radio button, one-up vertical	Single			Use again
		No	AA				skip logic	
AA	Please explain why you are not planning to use this app to report your wages again.			Text area, no char limit		N	skip logic	OE_Why Not Again
	How would you rate your experience reporting your wages using this app as compared to other avenues of reporting your wages?	1 - Poor		Radio button, scale, has don't know	Single	¥		Experience Reporting
		2	-					
		6 4	-					
		5	-					
		6						
		7	_					
		8	-					
		9 10 = Excellent	-					
		Don't know, have not used other methods to report wages	-					
	How would you rate your experience reporting your wages using this	Excellent		Radio button, one-up vertical	Single	Y		Experience
		Good						
		Fair	_					
		Poor Don't know, have not used other methods to report wages	-					
	How satisfied were you with the length of time it took to report your	Satisfied		Radio button one-un vertical	Single	Y	Skin logic	inion of Length of ti
		Unsatisfied	A	radio baton, one up voluda	Chigic			
			_		0.1			
A	How long did it take you to use this app?	About 5 minutes		Radio button, one-up vertical	Single	Y	Skip Logic	satisfied length of ti
		Other						
	How helpful was the instruction package you received?	Very helpful		Radio button, one-up vertical	single	У		Packet
		Helpful						
		Not helpful	_					
	What is your level of comfort of conducting business with the	I did not receive an instruction package. 1 = Uncomfortable		Radio button, scale, no don't know	Single	¥		Level of Comfort
	government using a mobile app?				Chilgio			Lottol of Collifort
		2			+	+		
		4	-		-	-		
		5						
		6						
		7						
<u> </u>		8			+	+		
		9 10 = Very comfortable	-		+	+		
	How long did it take you to use this app?	Less than a minute		Radio button, one-up vertical	Single	¥		Length of Time
		About a minute						
		Over a minute						
	Please provide any suggestions you may have to improve this mobile	5 minutes or more			Single	N		OE Improvement
	site.			Text area, no char limit	Single	IN		

3/1/2008

red & strike-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

blue + -->: REWORDING

		CCA Mahila Mana Damanti - Oliozofi Oli	ECTION LINE					
		SSA Mobile Wage Reporting CUSTOM QU	ESTION LIST					
Skip Logic		Answer Choices			Single or	Required		
Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions	CQ Label
Labor	What best describes your role in visiting this mobile wage reporting	I receive benefits	Chap to	Radio button, one-up vertical	Single	Y	optonal moti dottorio	Role
	application?							
		I act on behalf of the SSI beneficiary						
		I report on behalf of someone else and am not a representative payee						
		I am a parent or spouse of an SSI beneficiary						
		Other						
	Are you planning on using this app to report your wages again?	Yes		Radio button, two-up vertical	single	Y	OPS Group	Use Again
		No	A					
A	Please explain why you are not planning to use this app to report your wages again:			Text area, no char limit		N		OE_Not Aga
	How would you rate your experience reporting your wages using this app as compared to other avenues of reporting your wages?	1 = Poor		Radio button, scale, has don't know	Single	Y		Experience Reporting
		2						
		3						
		4						
		5						
		6						
		7						
		8	_					
		9 10 = Excellent						
		Don't know, have not used other methods to report wages		Deally howers and an end of the	Circula			Orchalter
	which statement best describes your opinion about the access cou	The access code provides little to no honofit		Radio bullon, one-up vertical	Single	T		Opinion
		The access code provides inter to no benefit.						
	What is your level of comfort of conducting business with the government using a mobile app?	1 = Uncomfortable		Radio button, scale, no don't know	Single	Y		Level of Com
		2						
		3						
		4						
		5						
		6						
		7						
		8						
	Linux lange slid it to be used to use this same	10 = Very comfortable		Dealis hotten and united	Circult	X		I are esting of The
	How long did it take you to use this app?	Less than a minute		Radio button, one-up vertical	Single	Y		Length of Tir
		About a minute Over a minute						
		5 minutes or more						
	Please provide any suggestions you may have to improve this mobile	o minutes or more			Single	N		OE Improvem
	site.			Text area, no char limit	Single	IN		OE_improven

		Question Setup	red & strike-through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING				
			CUSTOM QUESTION LIST				
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANS' - DO NOT ADD ANSWER CHOICES OR DELETE - DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the o	ANSWEF ES, if yo	R CHOICES u would like answei		Y
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S S			Y
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year	-	Checkbox, one-up vertical	Multi	Y



Special Instructions
Skip Logic Group
Skip Logic Group

	om (underlined & italicized: RE-ORDER							
T KEEP	тн	E CQ LABELS AS THEY AR	E LABELED BE	I pink: ADDITION blue +>: REWORDING							
				due + Reworkbing							_
				CUSTOM QUES	TION LIST						
Skin											
Logic	c	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Note
	D h	Do you expect to spend more or less onlin holiday season compared to 2010?	ne during the 2011	A lot more		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question should be a part of all
				A little more	_						questions
				I expect to spend about the same amount as last year A little less	_						
				A lot less Not sure	_						
	D h	Do you expect to spend more or less onlin holiday season with retailer.com compared	ne during the 2011 d to 2010?	I didn't purchase anything from retailer.com last year		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates d the retailer and should be the holiday batter
				A lot more							the holiday batter
				A little more I expect to spend about the same amount as last year	•						
				A little less A lot less	B						
A	-	Why do you expect to spend more online w boliday season? (rilease select all that apply	with retailer.com this	Not sure Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	_
	h	holiday season? (please select all that apply	n								
				Quality of merchandise					Randomize		
				Merchandise selection Good return policy							
				Online product prices Shipping costs							
				Availability of merchandise Better personal economic circumstances this year							
С	c	Other reason to spend more online: Why do you expect to spend less online t		Other (please specify): Promotions were not annealing. (\$ or % off offers)	c	Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
в	ĥ	Why do you expect to spend less online tholiday season? (please select all that a	pply)	Promotions were not appealing (\$ or % on others)		Checkbox, one-up vertical	MUIS	1	Skip Logic Group	H2011-Spend less	
				Quality of merchandise					Randomize		
				Poor merchandise selection Return policy							
				I'm trying to save more and spend less Online product prices							
				Shipping costs Poor availability of merchandise							
				Worse personal economic circumstances this year Other (please specify):	сс	-			Anchor Answer Choice		
CC	P	Please tell us what you did on retailer.com	today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp	Only ask if you do no
											not replace what you have
				I bought a gift for someone else today	_				Pantomita		not replace what you ha lose trending.
				I was browsing today to purchase online later I was browsing today to purchase at one of the store locations					Randomize		not replace what you hav lose trending.
A	-	What else did you do on <u>retailer.com</u> today?	9	Eought a gift for someone else today Vaxis browing today to purchase online later was browing today to purchase and use of the store locations Javis Browing today to Jave what you have Other (please specify.	A	Text area. no char limit		N	Anchor Answer Choice	H2011-task accomp other	not replace what you hav lose trending.
A		What else did you do on relaiter.com today? Did you access <i>(insert retailer's name</i>		I was browsing today to purchase online later I was browsing today to purchase at one of the store locations I was browsing today to see what you have	A	Text area, no char limit Radio button, one-up vertical	Single	N Y		H2011-task accomp other H2011-access mobile	_
A		What else did you do on retailer.com today? Did you access (insert retailer's name or mobile shopping app while holiday s		I was trowing day to purchase or fine later was trowing day to purchase at our of the store locations was trowing day to see whit you have other (please specify).	A .	Text area, no char limit Radio button, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group Skip Logic Group		_
A	0		here) mobile website shopping this year?	vecs tronsing today to purchase and or of the teer vecs tronsing today to purchase and or of the store locations vecs tronsing today to see what you have vectors specify, vectors vector	A A	Text area, no char limit Radio button, one-up vertical Checkbox, one-up vertical	Single Multi-select	N Y Y	Anchor Answer Choice Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile H2011-why access mobile	Should be used if retai
	0	Did you access (insert retailer's name or mobile shopping app while holiday s	here) mobile website shopping this year?	vers toroning today to purchase of other later vers toroning today to purchase at other of the store location vers toroning today to see which you have other (preses specify) Yes Compare different products To box up produce specifications To posse up pres information abouts To box up produce specifications	A .	Radio button, one-up vertical		Y	Anchor Answer Choice Skip Logic Group		Should be used if retai
	0	Did you access (insert retailer's name or mobile shopping app while holiday s	here) mobile website shopping this year?	Jeans browning lookly to purchase of other little and browning lookly to purchase of other of the store locations and browning looks or even what you have and browning looks of the store of the store of the look look look look look and look look look look No To compare different products To look loop product specifications To make a purchase To make a purchase To make a purchase To make a purchase	A A	Radio button, one-up vertical		Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group Randomize	H2011-why access mobile	Should be used if retai
	v	Did you access (insert retailer's name or mobile shopping app while holiday s Why did you do so? (please select all i	here) mobile website shopping this year? that apply)	I was toronizing body to purchase of other later was toronizing body to see which you have doet (please specify) def (please specify) Yes No No No No To compare different products To compare different products To all you price information about a product To all you price information ab	A A B	Radio button, one-up vertical		Y	Anchor Answer Choice Skip Logic Group Skip Logic Group		Should be used if retai
A	v	Did you access (insert retailer's name or mobile shopping app while holiday s	here) mobile website shopping this year? that apply)	Jeans browning lookly to purchase of other little and browning lookly to purchase of other of the store locations and browning looks or even what you have and browning looks of the store of the store of the look look look look look and look look look look No To compare different products To look loop product specifications To make a purchase To make a purchase To make a purchase To make a purchase	A A	Radio button, one-up vertical		Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other	Should be used if retai mobile app
A	P N	Did you access (insert retailer's name or mobile shapping app while holiday s Why did you do so? (please select all if Please specify the other reason you acc website or app from a mobile device.	here) mobile website shopping this year? that apply) cessed the company's	Jeak Boooking Data purchase at other later and boooking Data purchase at other at the store locations and the booking Data booking Data at the store Center (presses specific) Ves To compare different products To compare different products To compare different products To booking protein Momention Adva a product Data booking purchase To make a purchase To make a purchase Keuthor reason. Ves Ves	A A B	Radio button, one-up vertical Checkbox, one-up vertical Text area, no char limit	Multi-select	Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other H2011-why access other	Should be used if reta mobile app
A	P N	Did you access (insert retailer's name or mobile shopping app while holiday s Why did you do so? (please select all i	there) mobile website shopping this year? that apply) cessed the company's cessed the company's	I was becoming backy to purchase of other later tables becoming backy to purchase of other of the state locations tables becoming backy to see what you have approximate the state of the state locations Ves To compare different products To compare different products To back up product specifications To make a purchase To find a state backton Acother reason: Tes e following guidelines:	A A B	Radio button, one-up vertical Checkbox, one-up vertical Text area, no char limit	Multi-select	Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other H2011-why access other	Should be used if retain mobile app
A	P N	Did you access (insert retailer's name or mobile shapping app while holiday s Why did you do so? (please select all if Please specify the other reason you acc website or app from a mobile device.	here) mobile website shopping this year? hat apply) cessed the company's cessed the company's Please use th - DO NOT Mi	Jeak Boooking Data purchase at other later and boooking Data purchase at other at the store locations and the booking Data booking Data at the store Center (presses specific) Ves To compare different products To compare different products To compare different products To booking protein Momention Adva a product Data booking purchase To make a purchase To make a purchase Keuthor reason. Ves Ves	A A B	Radio button, one-up vertical Checkbox, one-up vertical Text area, no char limit	Multi-select	Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other H2011-why access other	Should be used if retain mobile app
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SSA Mobile Wage Reporting MID: oYYdlt48ctdtx8cgFh0Q4Q== 3/1/2008

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pink: ADDITION

blue + -->: REWORDING

			SSA Mobile Wage Reporting CUSTOM QUESTIO	N LIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		What country do you live in?	Afghanistan		Drop down, select one	Single	Y		COUNTRY
			Albania	-					
			Algeria Andorra	1					
			Angola	1					
			Antigua and Barbuda	1					
			Argentina	1					
			Armenia						
			Australia						
			Austria						
			Azerbaijan						
			Bahamas	-					
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SSA Mobile Wage Reporting CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text What region do you live in?	Answer Choices (limited to 50 characters) Asia	Skip to	Type (select from list) Drop down, select one	Single or Multi Single

Required	
Y/N	Special Instructions
Y	

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(,		•		-1	enap te	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			Skip Logic Group	
		Which of the following phrases would you use to describe your experience with this website? (Select all that apply)	Provides enjoyment Makes me happier Inspires my life			Checkbox, one-up vertical	Multi	No	Randomize	CME - Phrase
			Challenges my thinking							
			Part of my routine							
			Visited daily	Please use the fo	llowing g	uidelines:				
			Helps me make better decisions			/ORDING of the ANSW				
			Improves my life			HOICES OR DELETE A	NSWER CH	OICES		
			Makes me a better person	- DO NOT change	e the CQ	LABELS				
			Makes me closer to my community							
			Provides viewpoints from others							
			Gives opportunity to comment					1		_
			Lets me interact with others							
			Provides a social outlet for me							
			Keeps me informed							
			Enables discussions with others							
			Other, please specify		Α				Anchor Answer Choice	
	A	Please provide any other phrases you would use to describe your experience with this website.				Text area,no char limit		No	Skip Logic Group	OE_CME Phrase
deneen.davis: DO NOT USE. FROM PHASE	THESE QUE	In the following section, please consider the personal meaning of with this brand's website. STIONS WERE please describe the MEANING of this				Text area, no char limit	Single	N		CME - Meaning
		In the space below, please describe HOW YOU USE the information you get, or the experience you have, with this website.				Text area, no char limit	Single	N		CME - Use
		In the space below, please describe the most MEMORABLE MOMENT you have had with this website.				Text area, no char limit	Single	N		CME - Memorable

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		Rank 2 (Optional)	Message or recommendation from a fr Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Faceb Message directly from the company or Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colle Familiarity with selecompany/frand Promotional emails) from the compan Search engine reads Word of mouth recommendation from TV, radio, newspaper, or magazine ad internet advertising Don't know	ook Twitter) o a social network ague y someone I know someone I know		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
		Rank 3 (Optional)	Message or recommendation from a fr Video I saw on You Tube Internet blogs or discussion forums Advertising on social networks (Faceb Message directly from the company or Online Prinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colles Familiarity with stelcompany/brand Promotooal email(s) from the compan Search engine results Word of mouth recommendation from. Ty, radio. newspaper, or magazine ad Internet advertising Don't know Other	ook Twitter) o a social network ague V someone I know vertising		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 3

Questions Below Are Optional, They Are Not Used In The Social Media Value Calculation.

	If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				N		SV - Other Social Network
				Text area, no char limit			
	If you heard about this website from a social network, please select which social network it was.	delicious		Radio button, one-up vertical	N	OPS Group	SV-Social Network
		digg					
		Facebook					
		Facebook Google+	1				
		Groupon				Randomize	
		LinkedIn	1				
		LivingSocial	1				
		MySpace	1				
		reddit	1				
		StumbleUpon	1				
		Twitter					
		YouTube					
		Other, please specify	A			Anchor Answer Choice	
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Model Inst Fill-in Meas MID: 0 Date:	ance Name: sure Name 11/1/2011		red & strike through: DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING			FORESEE	
			Fill-in Measure Name CUSTOM QUESTION LIST				
QID	Skip Logic Label	Question Text How likely are you to discourage others fro business with this company?	ease use the following guidelines: DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NA DO NOT change the CQ LABELS pontact Gail Applin and Drew Bennett when adding this question to your clients survey. The followin formation is needed: ient Name leasure Name ID uestion Live Date	Multi Single	Required Y/N Y	Special Instructions	CQ Label WordofMouthIndex

PUBLIC SECTOR OPTIONS

How likely are you to discourage others from doing business with this agency/association/organization?	1 = Very Unlikely	Radio button, scale, no don't know	Single	Y	WordofMouthIndex
business with this agency/association/organization?			-		
	2				
	10 = Very Likely				
 How likely are you to discourage others from		Radio button, scale, no don't know	Single	Y	WordofMouthIndex
How likely are you to discourage others from interacting with this association/agency/organization?	I – Very Offikely	Radio bullon, scale, no dont know	Siriyie	T	wordonwodthindex
5					
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	6	5			
	7				
	8				
					1

Base Element Order	Version 2	Version 3	Version 4
Look and Feel	App Performance	Navigation	Look and Feel
Navigation	Navigation	Look and Feel	App Performance
App Performance	Look and Feel	App Performance	Navigation